

ABSTRACT OF THE DISCLOSURE

A system for creating content using content project data selects a template containing a setting of a scene arrangement of a plurality of scenes of content and creates content project data for a scene included in the selected template by setting details of the scene using existing material data or newly created data. On an imaging apparatus, a scene is selected while checking the details of the content project data on a display, and an image is captured to generate a video image signal, and the video image signal is recorded. The recorded video image signal is managed by management information for the content project data so that the video image signal is allocated to the scene arrangement of the content project data. At the time necessary scenes are shot, the content project data becomes completed content.